

NPS Urban Agenda Jacksonville Urban Program Overview

Program Vision:

- Jacksonville's youth and young adults will value Timucuan/Fort Caroline (TIMU/FOCA) and the National Park Service (NPS) because the park and the NPS will work side-by-side with local agencies and organizations to help design and implement creative and meaningful solutions to community issues. This will be accomplished by increasing collaboration between NPS parks and programs as "One NPS"; collaborating more strategically and effectively with agencies, organizations and individuals; and creating lifelong engagement with young people to help solve community issues.

Target Audiences:

- School-aged children (1st grade through high school), young adults (18-35) and their families, especially from communities of color

Community Research/Engagement Process:

1. Obtain input from government/organization contacts and community leaders on community needs and obtain input from TIMU/FOCA staff on park needs
2. Develop a list of community needs and a list of park needs
3. Develop project goals to meet identified needs
4. Identify activities/projects/programs to help accomplish each project goal

Project Goals/Projects based on Community Needs

Overarching Community Need: Decreased crime, increased safety and improved health

Overarching Goal: Collaborate with traditional and non-traditional partners, NPS Programs and parks to create fun, engaging and educational programs/projects that address the reasons behind the need (education, unemployment, health, alternatives for recreation)

Need: Increased 4th grade reading proficiency and improved science and social studies awareness (Community)

Goal: Create opportunities for fun engagement and education among target audiences

Projects:

- Design curriculum for after school programs that ties educational needs to historical/cultural assets in Jacksonville.
- Organize NPS programs and provide NPS staff to provide programs at City of Jacksonville community centers for target audiences
- Plan and organize a BioBlitz and BioDiversity Festival on City Park lands with multiple partners (10+)
- Activate social media to organize meetups/educational events with local partners (ex: Outdoor Afro, Groundwork Jacksonville, etc.) for millennials at TIMU/FOCA, Florida State Parks and City of Jacksonville parks
- Incorporate education elements into urban camping events for target audiences at TIMU/FOCA, Florida State Parks, City of Jacksonville parks and at partner facilities (ex: Jacksonville Zoo, etc.)
- Organize events at Kingsley Plantation and American Beach (TIMU/FOCA) to reach African-American millennials
- Explore potential of having a TIMU/FOCA tutoring program
- Organize a week-long saltwater fishing camp and two saltwater fishing clinics at TIMU/FOCA, Florida State Parks and City of Jacksonville parks for target audiences

Need: Increased engagement and recreation in the outdoors (Community); Fun/engaging activities/programs that connect the target audiences to local parks and the NPS

Goal: Engage with youth and young adults in fun, creative and meaningful ways with partners to get them into the outdoors

Projects:

- Organize Wilderness Inquiry Canoemobile Event – November 2016
- Organize 14 summer camp field trips from City of Jacksonville Parks community centers to TIMU/FOCA among target audiences
- Organize urban camping events for target audiences at TIMU/FOCA, Florida State Parks, City of Jacksonville parks and at partner facilities (ex: Jacksonville Zoo and Gardens, etc.)
- Organize meetups/events with local partners (ex: Outdoor Afro, Sustainable Springfield, Groundwork Jacksonville, etc.) for millennials at City/State/Federal parks and other locations.

Need: Improved health and increased access to healthy lifestyle choices, especially among young people (Community)

Goal: Collaborate with partners in the Jacksonville area to provide opportunities for residents to improve their health (mental, physical, and spiritual)

Projects:

- Organize the Agriculture Department Summer Food Program to provide free lunches during the Summer for local low-income citizens at TIMU/FOCA
- Incorporate active engagement elements into the BioDiversity festival
- Work with Groundwork Jacksonville to launch their Public Market
- Identify opportunities to embark on Healthy Park Healthy People programming in Jacksonville: ParkRX day or Open Streets JAX

Need: Long-term sustainability of partners and collaborative efforts (Community/TIMU)

Goal: Increase substantive long-term collaboration between Federal, City and State land management agencies in engaging the target audiences

Projects:

- Organize, facilitate or participate in monthly conversations between TIMU/FOCA, Florida State Parks and City of Jacksonville park leaders
- Develop GIS map of Federal, State and local resources within Jacksonville
- Coordinate and cross-train volunteers/interns to represent City, State and Federal entities when engaging with the community
- Organize a youth program to engage target audiences with TIMU/FOCA, Florida State Parks and City of Jacksonville parks
- Create a how-to guide for collaboration between the NPS and City Governments with the Richmond, CA Urban Fellow.
- Create templates for events (risk assessments, event plans, after action reviews) and share them with partners.

Need: Increased awareness within the community of TIMU/FOCA, the National Park System and NPS programs

Goal: Increase awareness of TIMU/FOCA and the NPS among target audiences

Projects:

- Organize Friday Film at the Fort event at FOCA to reach target audiences
- Organize the Agriculture Department Summer Food Program to provide free lunches during the Summer for local low-income youth and their families at TIMU/FOCA
- Organize an event prior to the showing of the National Parks Adventure IMAX Film to introduce target audiences to North Florida/South Georgia national parks (TIMU/FOCU, CUIS and CASA/FOMA) at the World of Golf IMAX Theater

- Organize NPS Night event at a Jacksonville Suns game with swearing in of TIMU Junior Rangers during the event
- Activate social media to organize TIMU/FOCA meetups/events with local partners (ex: Outdoor Afro, Groundwork Jacksonville, etc.) for millennials
- Participate in Park(ing) Day to engage new audiences in Jacksonville's urban core.
- Reorganize community engagement structure/activities for TIMU/FOCA to better engage target audiences long-term
- Improve existing TIMU/FOCA program/projects/activities to better engage target audiences
- Develop TIMU/FOCA park materials in Spanish to better reach target audiences

Need: NPS workforce to reflect the nation's changing demographics (TIMU/FOCA)

Goal: Provide Park and partner employment among target audiences

Projects:

- Obtain funds for two Groundwork Jacksonville Green Teams (30 total youth)
- Obtain funds for one Groundwork Jacksonville Mountains to Mainstreet Program intern
- Obtain funds for four interns
 - NPS 10-Week Historically Black Colleges and Universities intern – Ashante Sands (Edward Waters College)
 - NPS One-Year Centennial Volunteer Ambassadors interns – Natalia Sanchez Hernandez (Cornell University/Masters: Art Institute of Chicago) and Sydney Mentrup (University of Cincinnati)
 - NPS 20-Week Latino Heritage Internship Program intern – Eduardo Soriano (Florida State University)

Need: Increase internal collaboration, communication, and effectiveness (Parks and Programs)

Goal: Model the "One NPS" concept with TIMU/FOCA and NPS programs

Projects:

- Design and implement a process to identify community engagement opportunities
- Develop templates for event risk assessments, events plans and after action reviews. Test and improve templates by leading several events
- Organize two mobile workshops to TIMU/FOCA for the NPS National Community Assistance Training
- Create a communication framework among TIMU/FOCA staff and NPS Southeast Region program staff to increase appropriate communications among NPS activities in Jacksonville
- Organize two "One NPS" workshops for Southeast Region parks within urban areas and NPS Southeast Region programs to develop collaboration among the parks and programs
- Develop a document describing NPS community assistance programs with Southeast Region contacts
- Develop fact sheet of NPS program activities in the Jacksonville area